

# Social Media and Propaganda

Whether your country currently experiences war or peace, the "information warfare" is real. Key battlefield? Social media and more broadly the Internet. How did this come about? How does it work and what does it mean for us as individuals (and believers) and for our societies? And what can we do about it? This talk will try to provide at least some answers to these questions.

**Veronika Šumová** is currently working for the European Commission as Information and Communication Officer. She leads communication campaigns related to the EU Internal Market as well as support available to small companies and startups in the EU. She has more than 11 years of experience on communications and social media and has managed several major international communication campaigns (28 countries/24 languages). She is very passionate about relational evangelism, discipleship, young professionals and the connection between faith and work.

## I. History, definitions and statistics

- A. Brief history of propaganda
- B. Definitions
- C. Propaganda and social media
- D. Statistics – media usage and exposure to propaganda

## II. Case studies

- A. Russia and Ukraine
- B. Europe
- C. USA

## III. Believers and propaganda

- A. Relevant Biblical concepts, values and principles
  - 1. Truth (Exodus 20:16, Proverbs 12:22, Ephesians 6:14)
  - 2. False teaching (Colossians 2:8)
  - 3. Wisdom and discernment (Proverbs 1:7, Romans 12:2)
  - 4. Believers as role models (Ephesians 5:1-2, Titus 2:7-8, 1 Peter 2:12)

5. “Saltiness” (Matthew 5:13-16)

6. “Shrewdness” (Matthew 10:16)

B. Church and propaganda

C. Practical tips